

### **REMARKS/ARGUMENTS**

In view of the remarks herein, favorable reconsideration and allowance of this application are respectfully requested. Claims 48-56 are pending for further examination.

Claims 48-56 stand rejected under 35 U.S.C. §102(a) based on “New Policy System can Par Suspect Returns, Cut Losses,” Discount Store News, Lebhar-Friedman Inc., January 1, 1996 (“Discount Store News”).

Applicant respectfully submits that the prior art of record does not teach or suggest all elements of the claimed combination. For example, claim 48, as amended, recites “and further wherein said first information processing system includes a customer interface, accessible by a purchaser over the Internet after a purchased product has been registered in said product registration database, which enables a purchaser of the purchased product to enter a unique product identifier for the purchased product and purchaser identification information which identifies the purchaser of the purchased product, said first information processing system being operable to store said purchaser information in said product registration database in association with said product information based on said unique product identifier.”

Respectfully, Applicant believes that Examiner has inadvertently misconstrued Discount Store News to include at least this teaching. The claim language states that the first information processing system includes a customer interface, accessible by a purchaser. Nothing in Discount Store News teaches or suggests that a purchaser would access the database referenced therein.

Discount Store News is directed at a system to help manufacturers and retailers cut down on fraudulent returns from purchasers. Paragraphs 4 and 5, cited by Examiner, point to a solution for merchants. (paragraph 4, first sentence). While the system is taught to record point-of-sale

(POS) information, that information is taught to include serial numbers, UPC codes and sales dates. (paragraph 4, second sentence). All of this information is product-centric, not customer-centric, and none of this information is “purchaser identification information which identifies the purchaser of the purchased product.”

The only actions taken by a customer mentioned in Discount Store News are the purchase of a product and the return of a product. No mention or consideration is given to a method or teaching whereby the customer can actually access the database disclosed in Discount Store News and add additional customer-specific information to the record associated with a particular unique identifier.

Nor does the system disclosed in Discount Store News inherently require any of this information to function. As taught by Discount Store News “[w]hen a consumer returns a video game machine, the return clerk is trained to scan the serial number on the hardware and then dial a hotline number to confirm the sales date (no matter where the unit was actually purchased). A return will be authorized for units sold within the past 90 days, but returns on machines sold past the limited time period will be refused.” (paragraph 5, sentences 1-2). The clerk scans the serial number (related to the product) then calls a hotline to confirm the sales date (related to the sale of the product). These are the only steps that are taught for a return, which is then authorized based on the sales date. Nowhere in this process is any mention made of the access of customer-specific information or entry of customer-specific information, such as shown in the exemplary embodiment of Fig. 15.

For at least this reason, Applicant submits that claim 48, as amended, is allowable over the prior art of record. Claims 49-56 should be allowable based at least on their dependency from allowable claim 48.

JUNGER  
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In view of the remarks herein, favorable reconsideration and allowance of this application are respectfully. Should the Examiner have any questions, he is invited to call the undersigned attorney at the phone number below.

Respectfully submitted,

**NIXON & VANDERHYE P.C.**

By:

  
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Joseph S. Presta  
Reg. No. 35,329

JSP:bpt  
901 North Glebe Road, 11th Floor  
Arlington, VA 22203-1808  
Telephone: (703) 816-4000  
Facsimile: (703) 816-4100